



Effective community engagement: COVID awareness and counselling

1st June 2021



Piramal Swasthya is the philanthropic arm of the Piramal group working in health sector

Aspirational District Transformation Programme

Piramal Swasthya is working in collaboration with **NITI Aayog** to bring about improvement in **31** health and nutrition indicators in **25** districts across **7** states

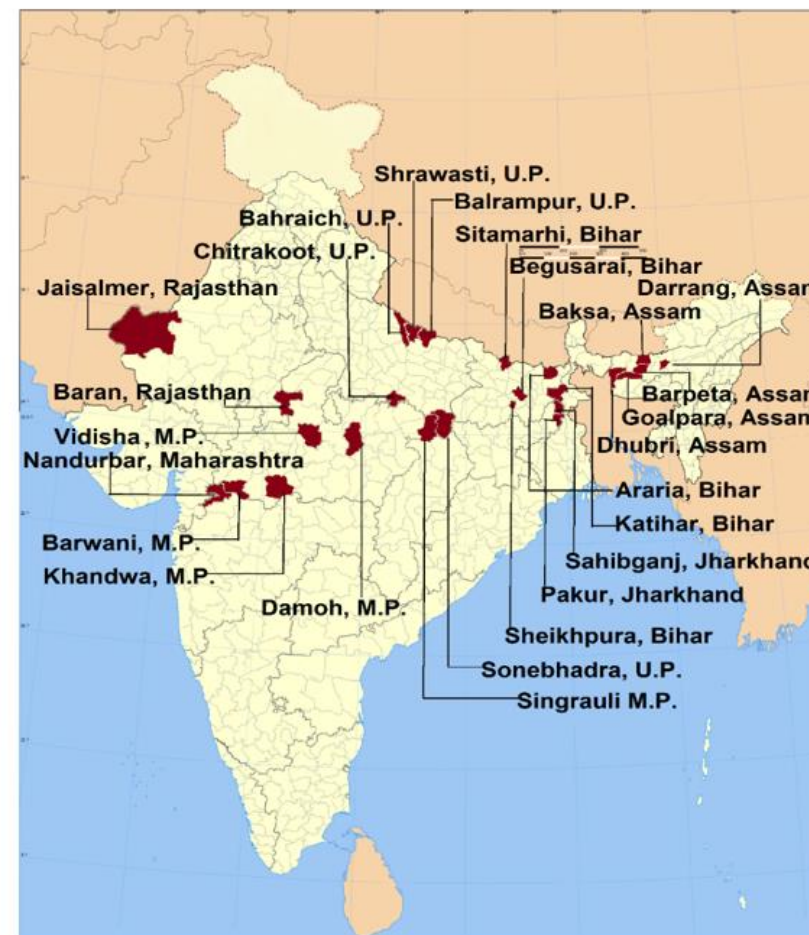
Core areas of work

Building capacities of health providers

Strengthening infrastructure

Community engagement

Effective scheme implementation





COVID Awareness

Introduction

COVID Prevention

- COVID appropriate behaviour
- COVID vaccine
- Healthy lifestyle

Who is at higher risk?

What to do if you get symptoms?

Mental health during pandemic

Myth Busters

Community engagement

What is stigma?

What causes stigma?

What does stigma do?

Working with community influencers

- Types of community influencers
- Topics of orientation
- Channels of communication
- Field experiences

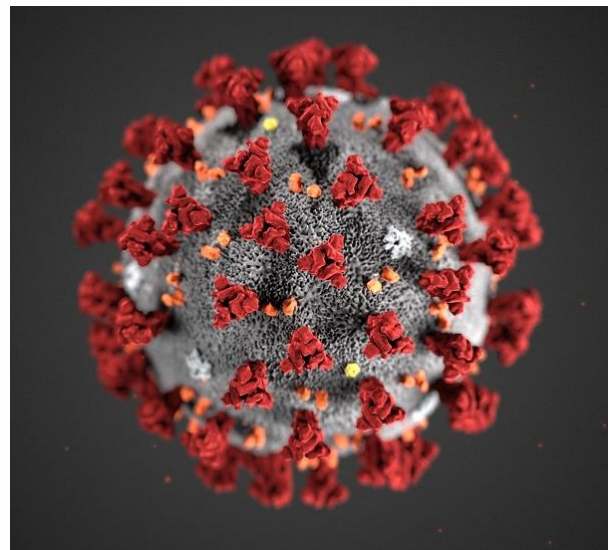


COVID-19 is a disease caused by the SARS-CoV-2 or novel corona virus.

Common symptoms are:

Fever
Cough
Breathing difficulty

About 80% of confirmed cases recover from the disease without any serious complications.



ROUTES OF VIRUS TRANSMISSION

1. Aerosols



2. Droplets

3. Surface



1. The **SARS-CoV-2** multiplies in the body of an infected person, the '**host**', and from there can be transmitted to others **when the host is exhaling, talking, speaking, singing, laughing, coughing, and sneezing** etc.

2. Even one infected person **showing no symptoms** can release enough droplets to **create a "viral load"** that can **infect many others.**

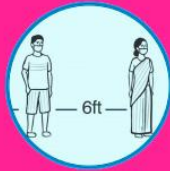


STOP THE TRANSMISSION, **CRUSH THE PANDEMIC**



Wear Double Masks

Keep Areas Well-Ventilated



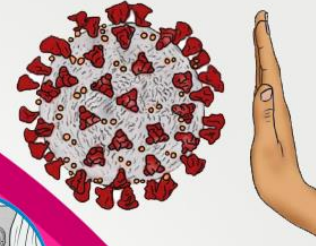
Maintain Physical Distancing

Wash Hands with Soap Often



Isolate COVID-19 positive patients

Disinfect Surfaces Regularly



Ministry of Information and Broadcasting
Government of India

#IndiaFightsCorona

new media wing



Very High Risk



High Risk



Low Risk

Wear Masks:

- A double layer cotton homemade mask is better than none.
- **N95 mask** offers maximum protection.

A mask should:

- Fit snugly on your face leaving **no air pockets** around your nose or chin.
- Cloth masks should be **washed** and **sun-dried each day**.

**Wear masks when away from home and also at home when with outsiders*

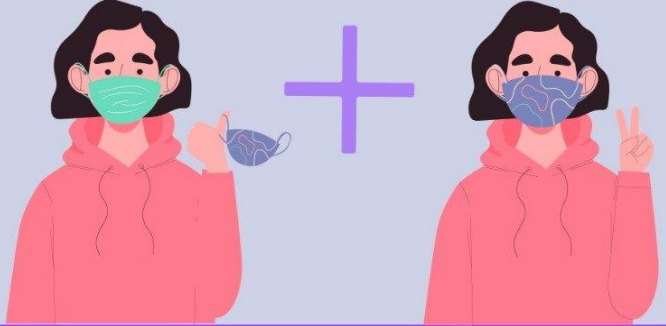
*PSA Advisory to prevent transmission of SARS-CoV-2 virus

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Pairing 2 masks together



For Double Masking:

- Wear a **surgical mask**, then wear another **tight fitting cloth mask** over it.
- If you do not have a surgical mask, wear **two cotton masks** together.
- Ideally surgical mask should be used **only once**, but when pairing, you can use it **up to 5 times** by leaving it in a **dry place for 7 days** after one use (ideally give it some **sun exposure**) and then reuse as double layer.

***Double masking recommended**

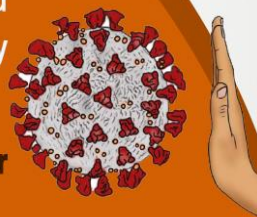
Surgical masks should never be washed.

*PSA Advisory to prevent transmission of SARS-CoV-2 virus

AEROSOL AND DROPLET TRANSMISSION OF SARS-COV-2



- Saliva and nasal discharge in the form of **droplets and aerosols** carry the virus from one person to another.
- In closed **un-ventilated indoor spaces**, droplets and aerosols become **quickly concentrated** and significantly **increase the risk of transmission**.
- Infection transmission risk is **much lower in outdoor areas**, as virus particles get swiftly dispersed.



Transmission of the virus can be reduced
by ensuring proper ventilation.





INDIA HAS LAUNCHED WORLD'S LARGEST VACCINATION DRIVE TO FIGHT COVID

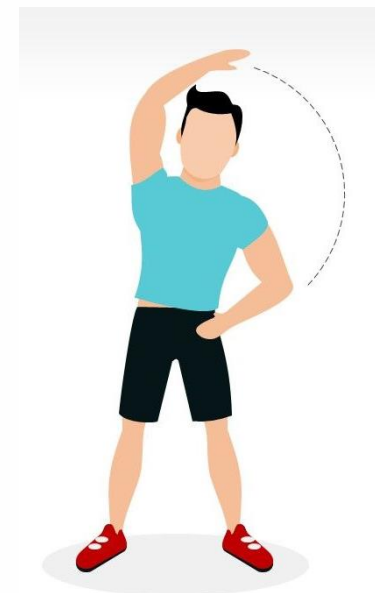
COVID vaccines are scientifically tested and safe (minor side effects)

Importance of vaccination:

- Provides immunity against COVID-19 and prevents severe form of disease
- Protects you as well as your family and community from Coronavirus
- Will help stop the pandemic if practiced with COVID appropriate behaviour by all



EAT HEALTHY DIET



**STAY PHYSICALLY
ACTIVE**



AVOID ALCOHOL

**STAY
HEALTHY
TO BEAT
COVID-19**

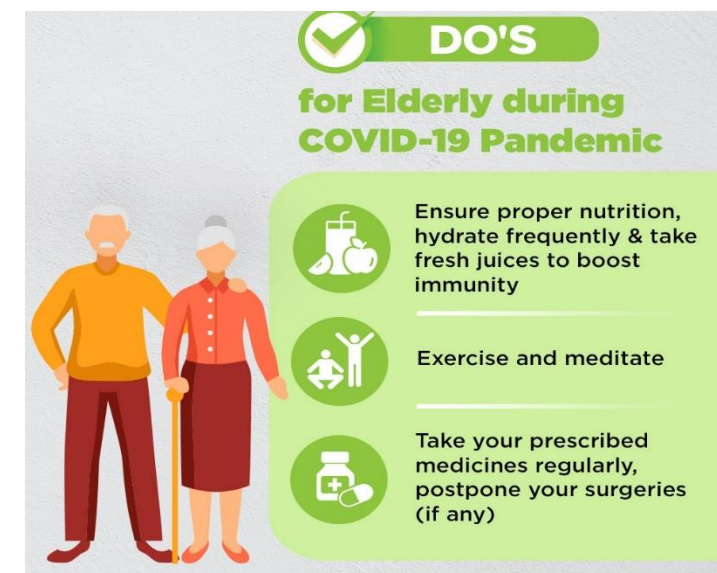
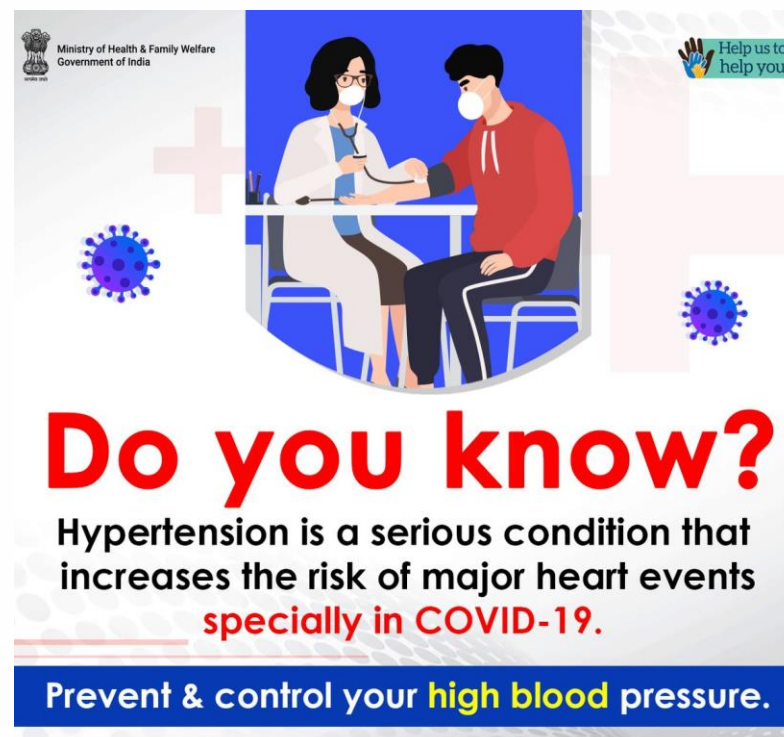
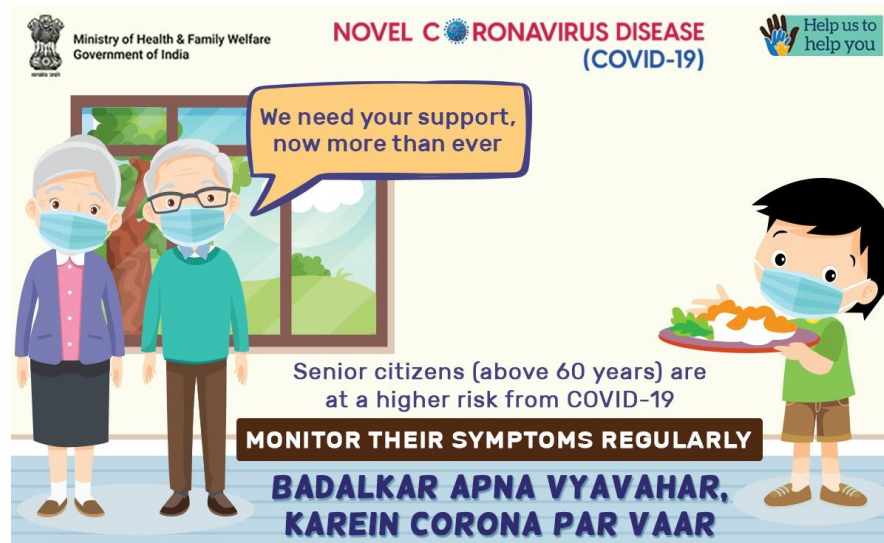


QUIT SMOKING



Major risk factors for severe disease

- Age more than **60 years**
- Underlying non-Communicable diseases like **Hypertension, DM (Diabetes Mellitus)** and other immunocompromised states, other ailments of heart/lung/kidney/liver, Cerebrovascular diseases and Obesity





COMMON & RARE symptoms of COVID-19



**ISOLATE
YOURSELF**

**GET YOURSELF
TESTED**

**CONSULT A
DOCTOR**





Concerns:

- Social Isolation
- Fear of disease
- Rumours and fake news
- Loss of loved ones
- Loss of livelihood, financial stress



How to recognise mental health problems?

- Persistent or prolonged sadness
- Tiredness
- Change in eating/sleeping patterns
- Feeling of hopelessness
- Lack of interest in previously enjoyed tasks
- Suicidal thoughts

People at risk:

- Children and adolescents
- Elderly persons
- Pregnant and postpartum women
- Frontline workers
- People in quarantine/home isolation
- People with disabilities
- Transgenders



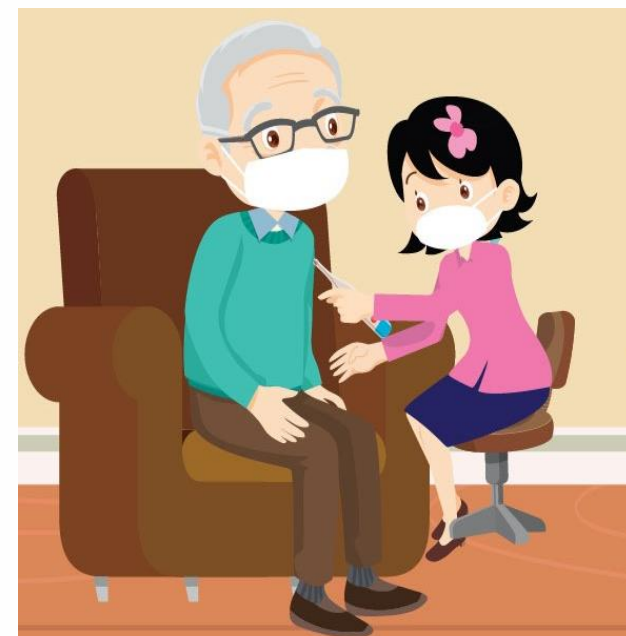
Ministry of Health & Family Welfare
Government of India

Help us to help you

WAYS TO PROMOTE MENTAL HEALTH

- Be positive and maintain a good work-life balance
- Stay active and engage in recreational activities
- Practise yoga and meditation
- Stay away from tobacco, alcohol and addictive substances
- Stay connected. Share your feelings
- Sleep well

**THE BEST YOU CAN DO TO
HELP YOURSELF IS TO SEEK HELP**



SAMVEDNA
TELE-COUNSELLING
SUPPORT TO CHILDREN
AFFECTED DURING COVID-19

Tele-counseling service for psychological support to children to address their stress, anxiety, fear & other issues during these testing times

These children can be going through COVID treatment, have COVID positive parents or have lost someone close to them due to the pandemic

Dial toll free tele-counseling no. 18001212830
from Monday to Saturday
10:00 AM - 1:00 PM and 3:00 PM to 8:00 PM

**SEEK
HELP**

Ministry of Social Justice and Empowerment
Government of India, New Delhi

**FREE COVID19
TRANSGENDER HELPLINE**

Free Helpline for the Mental Health Care of the Transgender Community
If you or someone you know is struggling with mental stress, you can consult our psychologists

88821 33897

Timing : Monday to Saturday
11 AM to 01 PM & 03 PM to 05 PM

Note : These helpline numbers are for the purpose of psychological counselling support strictly during the above mentioned timing and video calling is not allowed. (Subject to Confidentiality)

Other Helplines :

National COVID Helpline **1075** (toll-free) or **011-23978046**

104 Helpline for health-related concerns

Child helpline: **1098**

NIMHANS helpline for mental health **08046110007**

MYTH

While older people were at greater risk during the first wave, younger people and children are now at a higher risk



FACT

No evidence of the young being at greater risk in the second wave. About 70% of hospitalised cases are above 40 years of age. The average of patients in the first wave was 50 years and in this wave, it is 49 years.

*As per ICMR study of about 10,000 hospitalised patients

MYTH

RT-PCR test is not detecting mutant COVID-19 strains



FACT

RT-PCR test is the gold standard of testing. There is no chance of missing detection of any mutant by RT-PCR test

*As per ICMR study of about 10,000 hospitalised patients

MYTH

New strains have made the virus more deadly



FACT

There is no difference in mortality rate in the first wave and second wave. Proportion of fatality similar in both the waves

*As per ICMR study of about 10,000 hospitalised patients

MYTH

Hospitalisation is necessary after testing positive



FACT


No, hospitalisation is not required for all cases. Asymptomatic and mild cases can be managed at home and do not require hospitalization

*As per ICMR study of about 10,000 hospitalised patients




MYTH BUSTERS
COVID-19


myGov
मेरी सरकार

**MYTH**

An "old Chinese doctor" had found a cure to coronavirus -**One bowl of garlic**

**FACT**

There is **NO scientific evidence** to study this



MYTH BUSTERS
COVID-19

myGov
मेरी सरकार

**MYTH**

Inhaling steam from hot water kills the Coronavirus


**FACT**

No, inhaling steam doesn't kill the Coronavirus.
Respiratory hygiene, social distancing and washing hands are the effective measures to prevent COVID-19




MYTH BUSTERS
COVID-19


myGov
मेरी सरकार

**MYTH**

Heavy intake of Vitamin-C can help in curing corona infection

**FACT**

Regular intake of Vitamin-C boosts immunity. However, **excessive intake is not recommended**





MYTH

Drinking tea can prevent the #COVID19 virus and the infected person can also recover quickly.



FACT

No. There is no scientific evidence that the consumption of tea can prevent #COVID19 or reduce the risk of infection.



MYTH

A student found the treatment for Covid-19 with Black pepper, ginger and honey.



FACT

False. There is no scientific evidence that Covid-19 virus can be treated with black pepper, honey and ginger



MYTH

Covid positive patients are recovering from the intake of rock salt alongwith raw onion.



FACT

False. There is no scientific evidence that raw onion and rock salt intake can treat a covid positive person.



IN ANY EPIDEMIC, IT IS COMMON FOR INDIVIDUALS TO FEEL STRESSED AND WORRIED BECAUSE THEY FEAR

- Falling ill and dying
- **Avoiding approaching Health facilities** due to fear of becoming infected while in care
- **Fear of losing livelihoods**, not being able to work during isolation and of being dismissed from work
- **Fear of being socially excluded**/place in quarantine because of being associated with the disease
- **Feeling powerless in protecting loved ones** and fear of losing loved ones because of the virus or being separated during quarantine
- **Feelings of helplessness, boredom, loneliness and depression** due to being isolated and not working towards caring for a dependent
- Stress is caused due to the above fears and being treated as an outcaste or blamed for spreading the disease





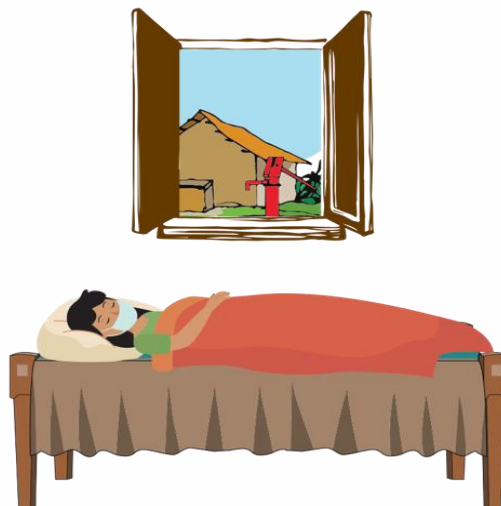
The level of stigma associated with COVID-19 is based on 3 main factors

- COVID -19 is a **new disease** about which many things are still being discovered
- When something is **unknown** people are **worried** which leads to fear
- **Rumours or fake news** give wrong information and **spreads the fear**





MAKES PEOPLE HIDE
THEIR PROBLEMS



KEEPS PEOPLE AWAY
FROM ACCESSING
HEALTH SERVICES AND
SEEKING HELP



DISCOURAGES
THEM FROM ADOPTING
HEALTHY BEHAVIOURS

**AAAs, police personnel,
cleanliness workers,
Piramal team members
not being allowed to
enter the village –
perception is that they
may be carriers of
Coronavirus**



**Decline in institutional
deliveries – families of
PW are afraid to visit
the hospital**



**Migrants are not being
allowed to enter the
villages and are being
stopped outside the
village**



**Discrimination based on
religion/caste is at peak
specially when cases
are from any particular
community**



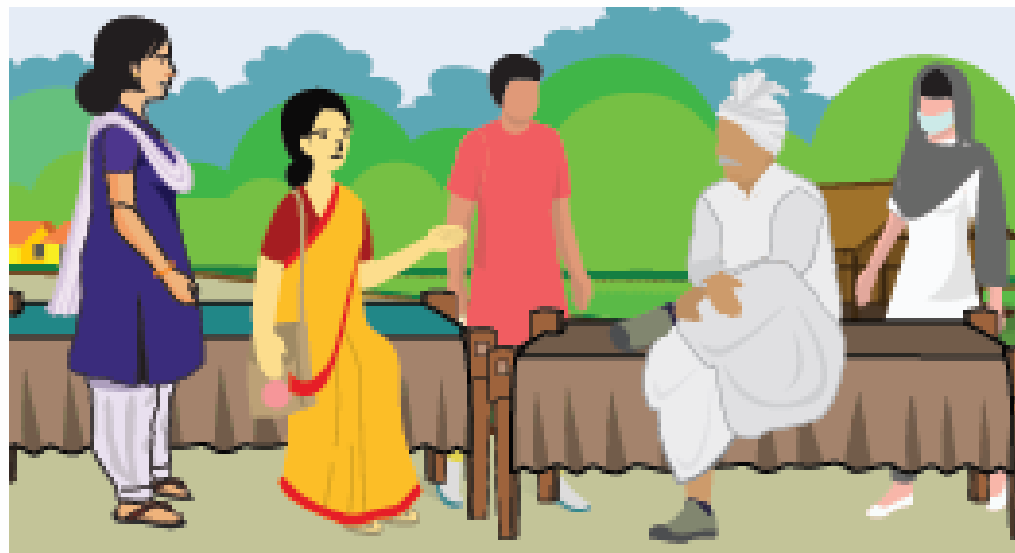


Bursting COVID myths

Managing Social Stigmas

**Promoting COVID Appropriate
Behaviours & Vaccination**

Work with COMMUNITY INFLUENCERS





LEADER

SELF MOTIVATED

HAS KNOWLEDGE

VISIONARY

POWERFUL

ABLE TO COMMUNICATE

RESPECTED BY THE COMMUNITY

PRI members including Sarpanch and other elected members

Local politicians/ward members

Tribal leaders/influencers

Faith/Religious leaders

Leaders of SHGs

Other social influencers like teachers, ration shop owners, doctors, social workers, youth volunteers – NYKS etc.



PRI Members

Faith Leaders

**Tribal
leaders/Influencers**

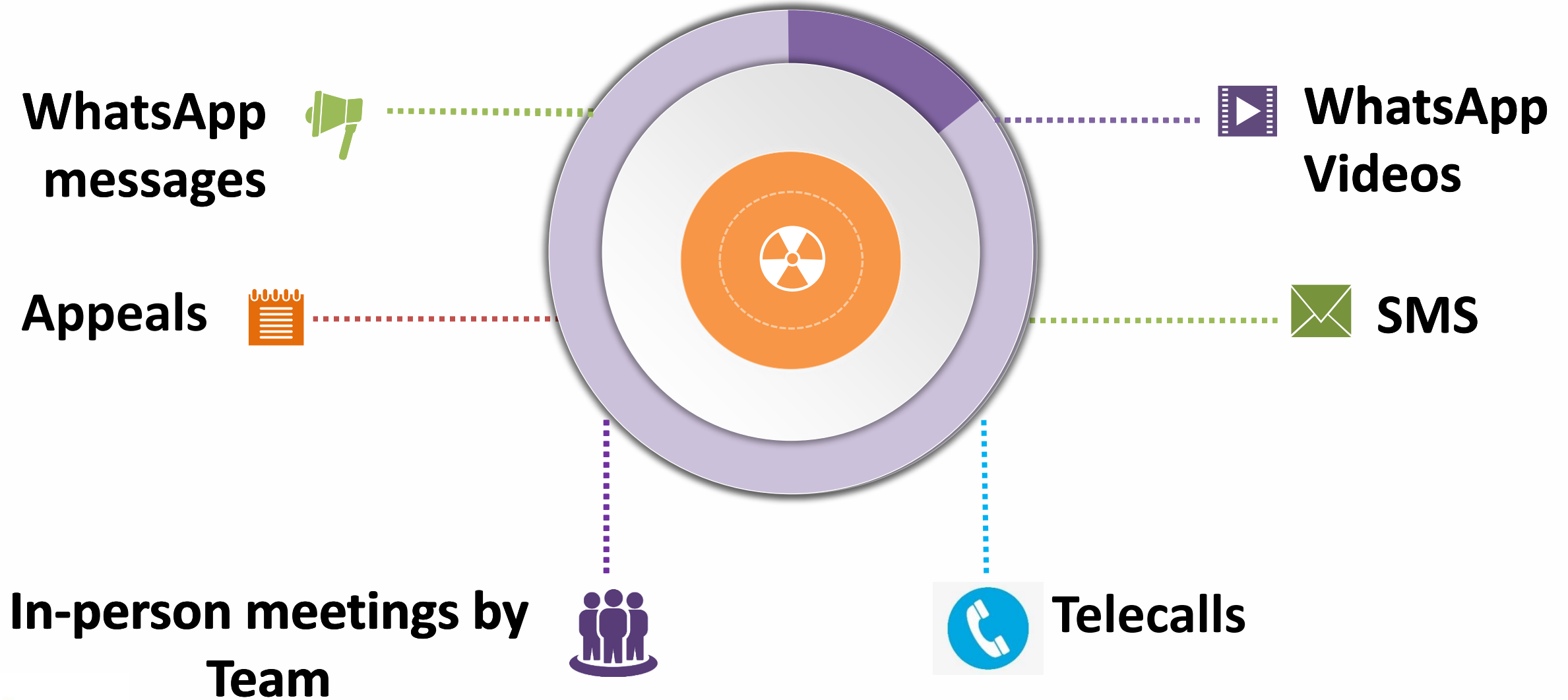
**Student Volunteers –
NYKS, Women
Empowerment Cell**





- Signs and symptoms of COVID-19
- COVID Appropriate Behaviours
- Stigma & Discrimination
 - [Health workers](#)
 - Quarantined people & people affected with COVID-19 and their families
 - People recovered from COVID-19 and their families
- Support with Quarantine facilities
- Restarting of important health and nutrition services (VHSND sessions) in their village
- Counselling community for accessing important health and nutrition services (VHSND sessions) in their village
- Importance of COVID Vaccination







Vaccination camp organised by PRI members



BTO orienting PRI member in containment zone



PRI members oriented on vaccination uptake



Handwashing demonstration



Mask distribution and Sanitization



Nigrani Samiti Meeting with Community, Shravasti, Uttar Pradesh

45 वर्ष से ऊपर के सभी लोग कोरोना का टीका जरूर लगवाएं



पेकरण | शहर के दारुल उलूम इस्लामिया मदरसे के कारी अमीन ने आमजन से अपील कर बताया कि 45 वर्ष से ऊपर के सभी लोग कोरोना का टीका आवश्यक रूप से लगा लें। उन्होंने बताया कि कोरोना की दूसरी लहर वापस आ गई। हम सभी को सावधानियां बरतनी है और 45 वर्ष से ऊपर के सभी लोग कोरोना का टीका लगा लें। इस अवसर पर खंड मुख्य चिकित्सा अधिकारी डॉ. लॉग मोहम्मद राजडू व पिरामल स्वास्थ्य के ब्लॉक ट्रांसफॉर्मेशन अधिकारी अशोक पालीवाल उपस्थित थे।



Abdul Siddiqui taking the COVID vaccine himself



Faith leader orienting community members on VHSND



Safiur Rahman our trained IFL leader orienting the community on CAB and demonstrating handwashing



Food distribution to community



Imam Abdul Malek meeting and counselling a quarantined family using IEC material provided by Piramal Swasthya



- **MY GOV** <https://www.mygov.in/>
- **PIRAMAL SWASTHYA** <https://www.piramalswasthya.org/>
- **MINISTRY OF HEALTH & FAMILY WELFARE** <https://www.mohfw.gov.in/>
- **UNICEF IEC Warehouse** <https://iec.unicef.in/category/index/covid-19>
- **Psychosocial Support for Children during COVID-19** <https://www.unicef.org/india/media/3401/file/PSS-COVID19-Manual-ChildLine.pdf>
- **COVID-19 news by Ministry of Information and Broadcasting** <https://twitter.com/COVIDNewsByMIB?s=20>
- <https://www.mohfw.gov.in/pdf/MindingourmindsduringCoronaeditedat.pdf>
- <https://www.mohfw.gov.in/pdf/mentalhealthelderly.pdf>





**STAY SAFE
PRACTICE CAB**

